We claim:

1   1. A method for presenting ads with user selected media files, said method comprising:

2   receiving at least one ad file;

3   receiving input indicative of a user's selection of at least one media file;

4   receiving a copy of said media file; and

5   presenting said media file content and said ad file content to said user.

1   2. A method according to Claim 1, further comprising:

2   receiving another ad file; and

3   re-presenting said media file content to said user with said another ad file content.

1   3. A method according to Claim 1, wherein:

2   said step of receiving at least one ad file includes receiving a plurality of ad files; and

3   said step of presenting said ad to said user includes selecting said ad file from said

4   plurality of ad files.

1   4. A method according to Claim 3, wherein said ad file is selected based at least in part

2 on said media file content.

1   5. A method according to Claim 3, further comprising:

2   receiving demographic information from said user; and

3   wherein said ad file is selected at least in part based on said user demographic

4   information.

1   6. A method according to Claim 3, wherein said ad file is selected based at least in part

2 on a marketing preference.

1   7. A method according to Claim 3, wherein said ad file is selected based at least in part

2 on a geographic location.

63

1   8. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a time of day.

1   9. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a position of presentation of ad file content with respect to said media file content.

1   10. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a position of presentation of said ad file content with respect to other ad file content.

1   11. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a number of said media files to be presented.

1   12. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on other ad files being presented with said media file content.

1   13. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a format of said media file content.

1   14. A method according to Claim 1, wherein said step of presenting said ad file content

2   to said user includes ensuring that said ad file content is presented in its entirety.

1   15. A method according to Claim 14, wherein ensuring that said ad file content is

2   presented in its entirety includes disabling media player playback controls.

1   16. A method according to Claim 14, wherein ensuring that said ad file content is

2   presented in its entirety includes maintaining a volume setting above a predetermined threshold

3   level.

1   17. A method according to Claim 1, further comprising making a record of ad files that

2   have been presented to said user.

1   18. A method according to Claim 17, further comprising transmitting said ad file

2   presentation records to a provider of said ad files.

1   19. A method according to Claim 17, further comprising selecting subsequent ad files

2   based at least in part on said ad file presentation records.

1   20. A method according to Claim 1, wherein:

2   said step of receiving at least one ad file includes receiving a plurality of ad files;

3   said step of receiving input indicative of a user's selection of at least one media file

4   includes receiving a list of media files; and

5   said step of receiving a copy of said media file includes receiving a copy of each

6   media file in said list of media files.

1   21. A method according to Claim 20, wherein said step of presenting said media file

2   content with said ad file content includes:

3   arranging said ad files into ad blocks;

4   presenting the content of said media files included in said list; and

5   interrupting the presentation of said media file content with the presentation of the

6   content of said ad blocks at predetermined points.

1   22. A method according to Claim 21, further comprising:

2   altering the order of presentation of the content of said media files responsive to input

3   from said user; and

4   altering said predetermined points for presenting said ad block content based on the

5   altered order of presentation of the content of said media files.

1   23. A method according to Claim 21, further comprising:

2   receiving input indicative of said user's desire to re-present the media files included

3   in said list;

4   generating new ad blocks; and

5   presenting said media file content with the content of said new ad blocks.

1   24. A method according to Claim 21, further comprising:

2   altering the order of presentation of the content of said media files responsive to input

3   from said user; and

4   altering said ad block content based on the altered order of presentation of the content

5   of said media files.

1   25. A method according to Claim 1, wherein said step of presenting said media file

2 content and said ad file content includes:

3   associating an ad requirement with said media file; and

4   presenting sufficient ad file content to satisfy said ad requirement.

1   26. A method according to Claim 25, wherein said ad requirement depends at least in

2 part on the length of said associated media file content.

1   27. A method according to Claim 25, wherein said ad requirement is predetermined for

2 said associated media file.

1   28. A method according to Claim 25, wherein a value indicative of said ad requirement

2 is included in said associated media file.

1   29. A method according to Claim 25, wherein an ad requirement associated with a

2 particular media file is set to indicate that no ad content is required after said particular media

3 file content has been presented with ad file content a predetermined number of times.

1   30. A method according to Claim 25, wherein said ad requirement depends at least in

2 part on a service level associated with said user.

1   31. A method according to Claim 1, wherein:

2   said media file content is presented in a first format; and

3   said ad file content is presented in a second format different from said first format.

1   32. A method according to Claim 31, wherein:

2   said first format is print; and

3   said second format is audio.

1   33. A method according to Claim 32, wherein presenting said media file content and said

2 ad file content includes presenting subsequent pages of said media file content, responsive to

3 user input, while said ad file content is being presented.

1   34. A method according to Claim 1, wherein said media file content and said ad file

2 content are both presented in the same format.

1   35. A method according to Claim 34, wherein said media file content and said ad file

2 content are both presented in audio format.

1   36. A method according to Claim 34, wherein said media file content and said ad file

2 content are both presented in video format.

1   37. A method according to Claim 34, wherein said media file content and said ad file

2 content are both presented in print format.

1   38. A method according to Claim 1, wherein said media file comprises a real time

2 broadcast.

1   39. A method according to Claim 1, wherein said ad file includes user interactive

2 content.

1 40. A method according to Claim 1, further comprising:

2   receiving a media file from said user;

3   associating an ad requirement with said media file; and

4   providing said media file to another user;

5   whereby the content of said media file can be presented to said other user with ad file

6   content.

1 41. A method according to Claim 1, wherein said media file is received from the

2 provider of said ad file.

1 42. A method according to Claim 1, wherein at least a portion of said media file is

2 received via a peer-to-peer transfer.

1 43. A method according to Claim 42, further comprising providing feedback to said user

2 to create the impression that said media file is being received from the provider of said ad file.

1 44. A method according to Claim 1, further comprising receiving updated ad files for use

2 with subsequent presentation of media files.

1 45. A method according to Claim 1, further comprising receiving media file identifiers

2 associated with media files that should no longer be presented.

1 46. A method according to Claim 1, further comprising receiving media file identifiers

2 associated with media files that are not be transferred.

1 47. A method according to Claim 1, further comprising receiving media file identifiers

2 associated with media files that are to be removed from said user's system.

1 48. A method according to Claim 1, further comprising receiving a new media file

2 identifier associated with a new media file that should be substituted for an existing media file.

1   49. A method according to Claim 1, further comprising associating an identifier with
2   each media file, said identifier being uniquely indicative of a work of authorship contained in
3   said media file.

1   50. A method according to Claim 1, wherein said step of receiving a copy of said media
2   file includes receiving a copy of said media file in an encrypted format.

1   51. A method according to Claim 50, wherein said step of presenting said media file
2   content to said user includes:
3   decrypting said media file; and
4   providing said decrypted media file to a media player.

1   52. A method according to Claim 51, further comprising restricting access to said
2   decrypted media file.

1   53. A method according to Claim 50, wherein said step of receiving said ad file includes
2   receiving a copy of said ad file in an encrypted format.

1   54. A method according to Claim 1, wherein:
2   said step of receiving said at least one ad file includes receiving a plurality of ad files;
3   and
4   said step of presenting said media file content and said ad file content includes
5   dividing said media file into a plurality of segments, and presenting ad file content
6   between said segments.

1   55. A method according to Claim 1, further comprising presenting a graphical user
2 interface representing a media player to said user, said interface including:
3   a first tab indicative of a first media type; and
4   a second tab indicative of a second media type; and whereby
5   user selection of said first tab results in the presentation of an active window for the
6   presentation of a media file of said first type, while a media file of said second
7   type is presented in background.

1   56. A method according to Claim 55, wherein:
2   said first media type is print; and
3   said second media type is audio.

1   57. A method according to Claim 55, wherein said first media type and said second
2 media typre are the same media type.

1   58. A method according to Claim 1, further comprising making a record of media files
2 that have been presented to said user.

1   59. A method according to Claim 58, further comprising transmitting said media file
2 presentation records to a provider of said ad files.

1   60. A method according to Claim 58, further comprising selecting subsequent ad files
2 based at least in part on said media file presentation records.

1   61. A method according to Claim 1, further comprising:
2   requiring that said ad file content be presented in order to present said media file
3   content; and
4   relaxing the requirement for presenting said ad file for the remainder of a single
5   media presentation session after said ad file has been presented.

70

1 62. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 1.

1 63. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 2.

1 64. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 3.

1 65. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 4.

1 66. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 5.

1 67. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 14.

1 68. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 15.

1 69. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 16.

1 70. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 17.

1 71. An electronically-readable medium having code embodied therein for causing an

2 electronic device to perform the steps of Claim 21.

1   72. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 22.

1   73. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 23.

1   74. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 25.

1   75. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 31.

1   76. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 34.

1   77. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 38.

1   78. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 50.

1   79. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 54.

1   80. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 55.

1   81. A system for presenting ads with user selected media files, said system comprising:

2   a user interface operative to receive input indicative of a user's selection of media

3   files to be presented;

4   an ad manager operative to receive ad files from an ad file source;

5   an intersplicer operative to provide control signals indicative of a presentation

6   sequence for said ad files and said media files; and

7   a media player responsive to said control signals and operative to present the content

8   of said media files and the content of said ad files to said user.

1   82. A system according to Claim 81, further comprising an ad rotator operative to

2 replace said ad files with new ad files after said ad files have been presented.

1   83. A system according to Claim 81, wherein said ad manager is operative to select ad

2 files for presentation from a database of ad files.

1   84. A system according to Claim 83, wherein said ad manager is operative to select said

2 ad files based on said content of said selected media files.

1   85. A system according to Claim 83, wherein said ad manager is operative to select said

2 ad files based on user provided demographic information.

1   86. A system according to Claim 81, wherein said intersplicer is operative to ensure that

2 said ad files are presented in their entirety.

1   87. A system according to Claim 86, wherein said intersplicer is operative to provide

2 control signals to disable playback controls of said media player during the presentation of said

3 ad file content.

1   88. A system according to Claim 86, wherein said intersplicer is operative to provide

2 control signals to set a minimum volume level of said media player during the presentation of

3 said ad file content.

1   89. A system according to Claim 81, wherein said intersplicer is further operative to
2 make records of ad files that have been presented to said user.

1   90. A system according to Claim 81, wherein said intersplicer is further operative to
2 make records of media files that have been presented to said user.

1   91. A system according to Claim 81, wherein:
2   said input indicative of a user's selection of media files to be presented comprises a
3   list of media files;
4   said ad manager is operative to arrange said ad files into ad blocks; and
5   said media player responsive to control signals from said intersplicer is operative to
6   present the content of said media files included in said list, and to interrupt the
7   presentation of said media file content with the presentation of the content of said
8   ad blocks at predetermined points.

1   92. A system according to Claim 91, wherein:
2   said media player responsive to input from said user is operative to alter the order of
3   presentation of said media file content; and
4   said intersplicer responsive to the altered order of presentation of said media file
5   content alters said predetermined points for presenting said ad block content.

1   93. A system according to Claim 91, wherein said ad manager is operative to provide
2 new ad blocks for presentation with repeat presentation of said list of media files.

1   94. A system according to Claim 91, wherein:
2   said media player responsive to input from said user is operative to alter the order of
3   presentation of said media file content; and
4   said ad manager responsive to the altered order of presentation of said media file
5   content alters the content of said ad blocks.

1   95. A system according to Claim 81, wherein said ad manager is further operative to

2   associate an ad requirement value with each media file.

1   96. A system according to Claim 81, wherein said media player responsive to control

2   signals from said intersplicer is operative to present said ad files in a first format and said media

3   files in a second format different from said first format.

1   97. A system according to Claim 81, wherein said media player responsive to control

2   signals from said intersplicer is operative to present said ad files and said media files in the same

3   format.

1   98. A system according to Claim 81, wherein said media files comprise a real time

2   broadcast.

1   99. A system according to Claim 81, wherein:

2   at least one of said media files is divided into a plurality of segments; and

3   said media player is operative to present said ad files between said segments of said

4   media file.

1   100. A system according to Claim 81, wherein said user interface is further operative to

2   present a graphical user interface representing said media player to said user, said graphical user

3   interface including:

4   a representation of a first tab indicative of a first media type; and

5   a representation of a second tab indicative of a second media type; and whereby

6   user selection of said first tab causes said media player to present a media file of said

7   first type in an active display window, and to present a media file of said second

8   type in background.

1   101. A system according to Claim 81, further comprising a media file decryptor

2   operative to receive and decrypt said user selected media files.

1   102. A system for presenting ads with user selected media files, said system comprising:

2   a user interface operative to receive input indicative of a user's selection of media

3   files to be presented;

4   means for presenting the content of said media files to said user with commercial

5   advertisements embedded therein.

1   103. A system according to Claim 102, further comprising means for preventing the

2 presentation of the content of said media files to said user without said commercial

3 advertisements.

1   104. A method of doing business, said method comprising:

2   providing media files containing copyrighted works;

3   providing ad files;

4   providing a media player operative to combine and present the content of said media

5   files with the content of said ad files; and

6   providing a free license to consumers to present said media files and said ad files with

7   said media player.

1   105. A method according to Claim 104, further comprising authorizing said consumers

2 to reproduce and transfer said media files free of charge.

1   106. A method according to Claim 104, further comprising:

2   monitoring the presentation of said ad files to said consumers; and

3   conferring a benefit on particular ones of said consumers based at least in part on the

4   presentation of said ad files to said particular consumers.

1   107. An electronically-readable medium having stored thereon a data structure

2 comprising:

3   a first field containing data identifying a media file; and

4   a second field containing data indicative of an ad requirement associated with said

5   media file.

1   108. An electronically-readable medium according to Claim 107, wherein said data

2 structure further comprises a third field containing data representing an ad file to be displayed

3 with said media file.